

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

SA-51112A

2002 SERVICE ANNUAL SURVEY**PERIODICAL PUBLISHERS****DUE
DATE** ➔

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

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RETURN COMPLETED FORM TO

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST

(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1**SURVEY COVERAGE**

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These locations may publish magazines and other periodicals in print or electronic form. Newsletters are included. Also included are locations known as Internet publishers who produce or develop original, proprietary content and use the Internet as the primary means of distribution. The information may be updated on a continuous basis and the content may include multimedia offerings such as text, video, and audio. The content may be provided to users for free (e.g., advertising supported), on a subscription basis, or some combination.

Does the above coverage describe this firm's business activity?

0001

1 ☐ Yes — Continue with Item 32 ☐ No — Specify your business activity and continue with Item 3 ➔

0002

Item 2**NOT APPLICABLE TO THIS FORM****Item 3****REPORT PERIOD**

Mark (X) the one box which best describes the period covered by your report.

0006

1 ☐ Calendar year — Go to Item 4A

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year3 ☐ Less than 12 months } ➔**From****To****2002**

Month

Day

Year

0007

0008

Item 4D PERCENTAGE BREAKDOWN OF PERIODICAL REVENUE

An estimate is acceptable if a book figure is not available.

Line 1a – General interest periodicals – Periodicals covering multiple topics of general interest intended to appeal to a broad audience. Examples include general news, business news, personal finance, general interest (including articles, pictures, etc.).

Line 1b – Special interest periodicals – Periodicals aimed at professional audiences interested in keeping up-to-date with new research and developments in their professions or field of interest. Subjects include trade journals, law reports, taxation and accountancy, as well as research by the academic community.

	Key code	Percentage of periodical revenue for 2002
1. What was the percentage of periodical revenue by type for 2002?		
a. General interest periodicals	1120	%
b. Special interest periodicals	1122	%
c. Other periodicals	1296	%
TOTAL		100 %

Item 4E PURCHASED PRINTING EXPENSES

An estimate is acceptable if a book figure is not available.

	Key code	2002			
		Bil.	Mil.	Thou.	Dol.
Report cost of purchased printing _____	620				

Item 4F INVENTORIES AT END OF YEAR (DECEMBER 31, 2002)

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

	Key code	End of 2002			
		Bil.	Mil.	Thou.	Dol.
a. Finished goods and work-in-process	621				
b. Materials, supplies, fuel, etc.	622				
c. TOTAL inventories	623				

<PLEASE CONTINUE TO ITEM 5>

Item 5	NUMBER OF LOCATIONS	2002 Number																					
Enter the total number of service locations covered by this report as of December 31, 2002. →		0012																					
Item 6	OWNERSHIP OR CONTROL																						
a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company? 0013 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No	0014 Name of owning or controlling company																						
	Number and street																						
	City, State, and ZIP Code																						
	EIN → 0015 <table border="1" style="display: inline-table; border-collapse: collapse; text-align: center;"> <tr><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td></tr> <tr><td colspan="10">-</td></tr> </table>												-										
-																							
b. Did this firm acquire or merge with another company during 2002? 0016 1 <input type="checkbox"/> Yes → 2 <input type="checkbox"/> No	0017 Name of company acquired or merged with																						
	Number and street																						
	City, State, and ZIP Code																						
	Date of merger or acquisition → 0018 <table border="1" style="display: inline-table; border-collapse: collapse; text-align: center;"> <tr><td style="width: 10px;"> </td><td style="width: 10px;"> </td></tr> </table> Month Year EIN → 0019 <table border="1" style="display: inline-table; border-collapse: collapse; text-align: center;"> <tr><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td><td style="width: 10px;"> </td></tr> <tr><td colspan="10">-</td></tr> </table>														-								
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Item 7	REMARKS – Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.																						
0027																							
Public reporting burden for this collection of information is estimated to average 1.0 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, Room 3110, FB 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.																							
Item 8	CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.																						
0020 Name of person completing this report – Please print	0021 Address (Number and street, city, State, ZIP Code)	0022 Telephone																					
		Area code Number Extension																					
Signature of authorized person		0023 Fax																					
		Area code Number Extension																					
0024 Title	0025 Date	0026 E-mail address																					
Please return the completed form in the enclosed envelope. If you prefer, you may fax the completed form to 1-800-447-4613.																							

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

**U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001**

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE, ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. **Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.**

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Intracompany transfers.
- Contributions, gift, grants, income from interest, rental of real estate, and dividends.

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.